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Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, January 11, 2000

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	✓	
<i>Eska Wilson</i>	✓	
<i>James R. Gilson</i>	✓	
<i>Margaret Farnum</i>	✓	
<i>Eloise Helwig</i>	✓	
<i>Steve Needleman</i>		✓
<i>Andy Stamatina</i>	✓	
<i>Veronica Becerra</i>		✓
<i>Diana Price</i>		✓
<i>Scott Dobbins</i>		✓
<i>Tony Villari</i>		✓
<i>David Nisenbaum</i>	✓	
<i>Steve Miller</i>		✓
<i>Father David Pansini</i>	✓	
<i>Albert Salah</i>	✓	
<i>James Meyer</i>	✓	
<i>Pamela Hillman</i>		✓
<i>Fred Yadegar</i>	✓	
<i>Peter W. Dauterive</i>	✓	
<i>Alex Guillon</i>		✓
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	✓	
<i>David Roberts, Field Representative, CD 9</i>	✓	
<i>John Sheppard, Field Representative, CD 8</i>		✓
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		✓
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		✓

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Valencia Roner, VXR Enterprises, Inc.</i>	✓	
<i>Alison Jefferson, VXR Enterprises, Inc.</i>	✓	
<i>Hosni Nabi, Los Angeles Trade Tech</i>	✓	

3982 South Figueroa Street,

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The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:17 p.m.

II. SPECIAL BUSINESS

Darryl Holter opened the meeting by inviting Valencia Roner, the recently selected Marketing Consultant, to introduce herself to the Board of Directors. Valencia Roner introduced herself as the President of VXR Enterprises, Inc., a Los Angeles public relations firm. Valencia also introduced Alison Jefferson, a consultant who will also be working with her on the Figueroa Corridor Partnership 2000 Marketing program. Valencia gave a brief statement regarding her background and education. Valencia's extensive work experience included stints in the corporate world as well as community groups such as West Angeles Church and governmental agencies such as the Los Angeles District Attorney. Valencia emphasized to the Board that her firm is very focused on civic and business-related public relations. She is committed to the accomplishment of the BID's marketing goals.

III. APPROVAL OF MINUTES

Peter W. Dauterive moved to approve the December 16, 1999 Board of Directors meeting minutes. Eska Wilson seconded the motion, which passed.

III. FINANCIAL REPORT *(Eska Wilson)*

Eska Wilson reported on the financial condition of the Figueroa Corridor Partnership and distributed her Treasurer's report. Eska reported that income for 1999 is \$469,000.00, however the 1999 budget was based on income of \$450,000.00. In the area of operations, Eska reported that 86% of the security budget has been spent. However, because our security provided has yet to bill us for a number of periods in 1999, a portion of the amount shown as spent is estimated. In regard to the Clean Team program, 94% of the maintenance budget was expended. In the area of marketing, the Figueroa Corridor Partnership has significantly under spent with only 29% of the budget expended. Overall, 82% of the entire 1999 Budget was used. In summary, the net excess income over expenses for the 1999 budget was \$41,000.00 and if you add this amount to the carryover amount from the 1998 budget, the cumulative excess income over expenses was a little over \$139,000.00. Much of this carryover is already earmarked for marketing next year. In closing, Eska emphasized that although the organization did better in matching our income to our spending in 1999, we must do better next year to ensure that all available income is productively expended without a significant excess remaining.

MOTION: To approve the report of the Treasurer.

Moved by: Peter W. Dauterive

Seconded by: Eloise Helwig

Vote: passed

IV. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Darryl Holter noted that most of the items taken up in the Executive Committee would be discussed as separate agenda items rather than in the Executive Committee Report. Darryl

concluded by noting that the Executive Committee should be commended for its work over the course of this year.

B. Marketing Committee Report *(Eloise Helwig)*

Darryl started off the report by noting that both he and Eloise had a meeting with Valencia Roner last week to get acquainted with her and to begin to map out the marketing program for 2000. Eloise distributed a memorandum that outlined what was discussed in their meeting with Valencia. Eloise thought it was important for the Board members to see she that they, together with Valencia, have outlined a very definitive marketing program for 2000. As a result, the Board will be in a position to evaluate her effectiveness in achieving the marketing program goals. Eloise stated that one of the items that will be produced immediately is the Events Calendar, which is something that this BID has wanted to do for a long time. Darryl overviewed the meeting memorandum for the Board pointing out all of the various items that will be pursued along with their respective timelines for creation, production and execution. Eloise further pointed out that a survey will be sent out to all of the membership along with their invitations to the Annual meeting to gauge their impressions, attitudes and overall rating of the BID's performance over the past year. Darryl asked the Board to select a date for a monthly marketing meeting. The Board instructed the Executive Director instead to poll all members as to whether or not they wish to join the marketing committee and second which date would be the best for a monthly marketing meeting. Darryl next asked Ashod Mooradian to quickly overview the Marketing RFP elements and the salient points of the agreement between VXR and the BID so that the Board members can ratify the actions of the selection committee. Ashod stated that the RFP asked each applicant to propose how they would accomplish four specific objectives, namely, the creation of fundamental marketing materials such as brochures, district maps, press kits, newsletters, ongoing public relations support in terms of press releases, media relations and outreach to membership, the creation, production and execution of an event for the Figueroa Corridor Partnership BID and the creation and conducting of surveys and other devices to measure the impact of our marketing efforts. Further, each applicant was also prompted to establish a general strategic marketing plan for the BID's efforts as a whole, i.e., where we are and should be heading to achieve our management plan goals and ensure renewal. The overall budget for the RFP was set at \$35,000.00. Ashod stated that of the four firms that were interviewed VXR's proposal did the best job in outlining specifically how they would accomplish the objectives stated in the RFP. Their agreement requires the BID to pay her \$2,000.00 per month as well as specific charges for the requested fundamental marketing materials. This agreement includes a 30-day termination clause and other standard terms such as an arbitration clause.

MOTION: To ratify the hiring of VXR Enterprises to formalize the contract.

Moved by: A. Bingham Cherrie

Seconded by: Peter W. Dauterive

Vote: passed

V. OLD BUSINESS

A. BID Operations Report *(Ashod Mooradian)*

Ashod began his report by noting that two Board members have transferred to different branch locations within their companies and would no longer be able to serve. These members are Diana Price of the Automobile Club and Tony Villari of Bank of America.

MOTION: To accept Hosni Nabi as an Ex-Officio Board member.

Moved by: Eloise Helwig

Seconded by: Fred Yadegar

Vote: passed

Ashod continued his operations report with an update on the Ambassador Program. Ashod stated that the Ambassadors have been performing excellently. In my visits with merchants and property owners out in the district, the satisfaction level with the Ambassador program is very high. In particular, Ashod related an example of how our Ambassador's fit into the mix of public safety agencies that patrol our area. Ashod also mentioned that our security provider has provided computers to track their time and become more efficient in their report writing duties. As for the Clean Team program, Ashod reported that they have been out-performing expectations. The new supervisor, Alex Cervantes, who has been with us for a few months now, has added a level of quality to our program that was missing with the last supervisor. Also, the new Litter Hawk sweeper is being painted our teal colors for \$475.00. Finally, Ashod noted that Leticia has resigned from her position as Executive Assistant to take a full time position elsewhere.

B. LA Ethics Commission/FPPC *(Darryl Holter)*

Darryl reported that there is meeting coming up on January 25th to take up the issue of whether our Board members should be legally defined as members of a "local public agency". At this meeting, an official request for an opinion from the State Fair Political Practices Committee (FPPC) regarding this question will be forwarded. Our contention is of course that we should not be deemed a "local public agency" or at a minimum that only the Advisory Board should be construed to be a "local public agency". Toward this end, Darryl continued, we have re-organized the Advisory Board to included persons least affected by such a requirement.

C. Flower Street Task Force *(Darryl Holter)*

Darryl stated that although the Flower Street Task force has not had a meeting since the last Board meeting he has been in touch with John Kulpa and he is helping us to find funding to extend improvements on Flower Street like the ones we already have on Figueroa Street. Another issue is the Bus Shelters and many decisions regarding the "look" of these shelters, the attendant street furniture and lighting will be made in the upcoming months. Darryl also noted that City Council approved the extension of the street improvements on Figueroa Street south down to King Boulevard and west along Exposition Boulevard.

D. Spring 2000 Clean-Up Day *(Ashod Mooradian)*

Ashod reported to the Board that Spring 2000 Clean-Up Day as Saturday, April 29, 2000, from 8:00 a.m. to 12:00 p.m. Ashod is very hopeful that the turnout will be much better this year, in terms of community involvement, because we have the help of VXR to get the word out.

VI. NEW BUSINESS

A. 1999 Annual Report Preparation (*Ashod Mooradian*)

Ashod reported that the Annual report for 1999 will be presented at the Annual Membership meeting. Ashod stated that it would cover the BID's accomplishments and performance statistics from 1999. Also, the format of the report will include more graphics, charts, tables and new features such as sidebars that highlight area businesses and/or property owners. Peter W. Dauterive asked whether the annual report would include any financials prepared by an outside accounting firm. Ashod replied that it would include such a financial report. The date is set to take place on Tuesday, March 14, 2000 at the Natural History Museum.

B. Marketing Committee Meeting Scheduling (*Darryl Holter*)

(This item discussed in the Marketing Committee Report section and action was taken)

C. Administrative Assistant Search (*Darryl Holter*)

Darryl stated that a new search for an administrative assistant is underway and he asked the Board for help and suggestions. Darryl stated that the job is 20 hours per week for \$10.00 per hour. Darryl also indicated that we will first look to community organizations and then pursue avenues such as a Los Angeles Times advertisement.

VII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:24 p.m.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Peter Dauterive

Seconded by: F. David Pansini

Vote: passed

Approved this _____ day of _____, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director



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Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, February 8, 2000

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	✓	
<i>Eska Wilson</i>	✓	
<i>James R. Gilson</i>	✓	
<i>Margaret Farnum</i>	✓	
<i>Eloise Helwig</i>	✓	
<i>Steve Needleman</i>		✓
<i>Andy Stamatina</i>	✓	
<i>Veronica Becerra</i>	✓	
<i>Susan Dabinett</i>		✓
<i>Scott Dobbins</i>		✓
<i>Jorge Berumen</i>		✓
<i>David Nisenbaum</i>		✓
<i>Steve Miller</i>		✓
<i>Father David Pansini</i>	✓	
<i>Albert Salah</i>	✓	
<i>James Meyer</i>	✓	
<i>Pamela Hillman</i>	✓	
<i>Fred Yadegar</i>	✓	
<i>Peter W. Dauterive</i>	✓	
<i>Alex Guillon</i>	✓	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	✓	
<i>David Roberts, Field Representative, CD 9</i>	✓	
<i>John Sheppard, Field Representative, CD 8</i>		✓
<i>Clifford Green, Chief, Exposition Park Public Safety</i>	✓	
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		✓
<i>Hosni Nabi, Los Angeles Trade Tech</i>		✓

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Dr. Leonard Shenkin, Figueroa Optometry</i>	✓	

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I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:25 p.m.

II. SPECIAL BUSINESS

Darryl Holter called for nominations and approvals for new Board members. The outgoing Board member from Mount St. Mary's College, Maria Lyons, was proposed to be replaced by Pamela Hillman. Eloise Helwig called for the nomination of Pamela Hillman as a new Board member and Peter Dauterive seconded. Leonard Shenkin was nominated to become a new Board member by Bing Cherrie and was seconded by Andy Stamatina.

III. APPROVAL OF MINUTES

Margaret Farnum moved to approve the January 11, 2000 Board of Directors meeting minutes. Eska Wilson seconded the motion, which passed.

IV. FINANCIAL REPORT *(Eska Wilson)*

Eska Wilson reported on the financial condition of the Figueroa Corridor Partnership and distributed a report that shows the figures that she gave to the auditors that are preparing our compilation letter. Included in this report were other formal statements that will be a part of our Annual Report when it is finished. The Board members asked questions regarding the liabilities section of the balance sheet that was included in Eska's report.

MOTION: To accept the Treasurer's report.

Moved by: Peter Dauterive

Seconded by: Steve Miller

Vote: passed

V. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Darryl reported to the Board the items discussed by the Executive Committee. The ethics commission issue between the BIDs and the City of Los Angeles. The issue is whether BID board should be considered local public officials such that disclosure requirements must be met. The BID's have collectively hire attorney John Lambeth to work in Sacramento with the Fair Political Practices Committee (FPPC) to get a resolution on this issue. The next step is to choose a BID to be a test case in the hopes that we can get a favorable decision from the FPPC. Next, Darryl mentioned that the Marketing Committee would have a standing meeting date, which is the fourth Friday of each month at 10:00 am. Next, Darryl stated that the Historic Walking Tour is finished but will be re-vamped by the Marketing committee and VXR Enterprises. Finally, preparations for the annual meeting are underway. The meeting is scheduled to occur on March 14, 2000 from 4:00 pm to 6:00 pm at the Natural History Museum. Professor Robert Harris will also give a presentation on what the Figueroa Corridor can look like in the future. Further, Darryl mentioned that we have hired the same firm, Stanislawski and Harrison to do our compilation letter for 1999. Finally, Darryl reported that the same improvements that we have seen on Figueroa Street are being planned for Flower Street. Darryl also mentioned that the IDA annual meeting is coming up in September 2000 in Los Angeles. The Figueroa Corridor,

along with the Downtown Center and other BIDs are the co-sponsors of this event. Planning for the event will focus on developing regional cooperation among different areas within a city.

B. Marketing Committee Report *(Eloise Helwig)*

Eloise reported to the Board that she feels renewed confidence about the future of the Figueroa Corridor marketing program. The newsletter will come out on a quarterly basis and with the input of VXR Enterprises the other items that we have been trying to accomplish will come to fruition. One of the events that is on the calendar tentatively is a Rose Garden Blooming event at the Exposition Park. Also, the committee is interested in working with the Democratic National Convention that will take place here in Los Angeles in August 2000. Ashod reported to the Board that the Southland Farmer's Market Association would help us plan for a farmer's market in the Figueroa Corridor Partnership. The next step is to retain the Association for a feasibility study. Darryl added that the Marketing committee's agenda is very aggressive, partly because we have so many good ideas to pursue. The marketing of the Figueroa Corridor as a destination and place is very important – we need to tell the story of our success.

VI. OLD BUSINESS

A. BID Operations Report *(Ashod Mooradian)*

Ashod reported that on the overall operations of the BID to the Board of Directors. First, the Community Ambassadors performance has been excellent. Ashod also mentioned that our program has received a commendation from the security vendor, Burns International Security Services, for having no employee injuries in our program since its inception. Ashod informed the Board that when he and the security supervisor Lieutenant Lucero attended the last meeting of the Community Police Advisory Board (CPAB) that Board commended our organization for the work it continues to do for the Figueroa Corridor area. Many residents who attended this meeting echoed the same sentiments regarding the BID. Next, Ashod reported that the Clean Team program is on track and has a new schedule of hours. The Clean Team now works six days a week with a 7:00 am to 12:00 pm shift just added on Saturdays. Ashod also reported that the new sweeper has been in service for about a month now and is performing well. Finally, Ashod noted to the Board that the new budget/contract with Chrysalis has been finalized. The Figueroa Corridor BID has increased hours and services but will pay only \$5000-6000 more than last year. Overall, Ashod is very happy with the relationship that we have with Chrysalis. Finally, Ashod reported that the search for an executive assistant is still underway and he would appreciate any help that any Board member can offer in locating an applicant. Further, Ashod stated that the first draft of the 1999 Annual Report would be ready by February 18, 2000. These drafts will be sent to the Executive Committee who will get me back their comments and I will incorporate them into the final draft.

B. Spring 2000 CleanUp Day *(Ashod Mooradian)*

Ashod reported to the Board that the next community CleanUp Day is scheduled for Saturday, April 29, 2000 from 8:00 am to 12:00 pm. The focus of the event will be the vacant lot that abuts the H.O.V. lane that runs north from the 110 Freeway past Adams Blvd. through to Figueroa Street.

VII. NEW BUSINESS

A. Champions Challenge For A Cure (*Ashod Mooradian*)

Over the past weekend a Marathon came through our area and most of downtown. There was no advance notice given regarding this event to the BID or any property owners. The event caused a major disruption because it closed Figueroa Street all day Sunday. The BID found out about the event on the Wednesday before the marathon, and got the word out to the area. But unfortunately it was still too late to do anything about the closures. The church services were severely impacted and this in turn resulted in a meeting being set up between LADOT and the Figueroa Corridor Partnership. The results of this meeting will be reported to the members at the next meeting of the Board.

B. IDA 2000 Annual Meeting Update (*Darryl Holter*)

(This item discussed in the Executive Committee report)

VII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:20 p.m.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: James Meyer

Seconded by: Margaret Farnum

Vote: passed.

Approved this 11th day of April, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director





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Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, July 11, 2000

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

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213.746.9577

fax

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BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	✓	
<i>Eska Wilson</i>	✓	
<i>James R. Gilson</i>	✓	
<i>Margaret Farnum</i>	✓	
<i>Eloise Helwig</i>		✓
<i>Steve Needleman</i>		✓
<i>Andy Stamatini</i>		✓
<i>Veronica Becerra</i>	✓	
<i>Lola Nix</i>		✓
<i>Scott Dobbins</i>		✓
<i>Jorge Berumen</i>		✓
<i>David Nisenbaum</i>		✓
<i>Steve Miller</i>	✓	
<i>Father David Pansini</i>	✓	
<i>Albert A. Salah</i>	✓	
<i>James Meyer</i>		✓
<i>Pamela Hillman</i>		✓
<i>Fred Yadegar</i>	✓	
<i>Peter W. Dauterive</i>	✓	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>		✓
<i>David Roberts, Field Representative, CD 9</i>	✓	
<i>John Sheppard, Field Representative, CD 8</i>		✓
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		✓
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		✓

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Michael Kielty, Southland Farmer's Market Ass'n</i>	✓	
<i>Valencia Roner, VXR Enterprises</i>	✓	
<i>Lieutenant Brian Johnson, LAPD Southwest Division</i>	✓	

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I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:20 p.m.

II. APPROVAL OF MINUTES

(Approval of previous Board of Director Meeting Minutes suspended until next regular meeting)

III. FINANCIAL REPORT *(Eska Wilson)*

Eska Wilson reported on the financial condition of the Figueroa Corridor Partnership and distributed a Treasurer's report current as of July 7, 2000. The assessments so far are at a little over \$401,000.00. The BID is expecting at least one other installment payment, which should bring the total revenues to the budget amount of \$464,000.00. On the expense side, we finally are up to date on the security and maintenance billings and that is reflected in the report that was distributed. The Security line item on the report shows that we are already at 50% and this is running a little ahead of where we should be. Overall, we are on track except as to the concern regarding security expenses already mentioned.

MOTION: To accept the Treasurer's report.

Moved by: A. Bingham Cherrie

Seconded by: Albert A. Salah

Vote: passed

IV. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Darryl Holter presented the report of the actions taken by the Executive Committee to the Board. Darryl noted that most of what was discussed at the Executive Committee meeting is already being covered elsewhere in the agenda and he will save his comments when each item is considered in the agenda.

B. Marketing Committee Report *(Eloise Helwig/Ashod Mooradian)*

Ashod Mooradian presented the report of the Marketing committee in the absence of Eloise Helwig. Ashod began by stating that the last Marketing committee meeting did occur as scheduled. Ashod added that all Board members are invited to participate in the committee meetings that occur regularly on every 4th Friday of each month. The Marketing committee focused on the marketing materials, such as the newsletter, brochure map and calendar of events and their timetables for publication. As to the newsletter, all article assignments were given and the deadlines are scheduled to allow a printing and distribution by the end of this month. The other marketing materials also are slated to go through revisions with a color comp ready by the end of the month. Upon approval of this comp, these items will be printed within a week. Finally, Ashod mentioned that our website will be operational in its first iteration by the end of July.

MOTION: To accept the report of the Marketing committee.

Moved by: F. David Pansini

Seconded by: Steve Miller

Vote: passed

V. OLD BUSINESS

A. Executive Director's Report *(Ashod Mooradian)*

Ashod reported that on the overall operations of the BID to the Board of Directors. First, the Community Ambassadors performance has been excellent, but unfortunately this excellence has been plagued by shortages in staff. The staff has, in fact, fallen to a less than 50% level. This is too low a level of staffing for the Ambassadors to adequately and safely perform their duties. I have scheduled a meeting with Burns Security management to resolve this issue. Next, Ashod reported that the Clean Team program is on track and has a new schedule of hours. The Clean Team performance has been excellent and they consistently outperform expectations. Ashod also reported that the new sweeper is performing well. It has proven to be a reliable piece of equipment with minimal maintenance costs. Finally, Ashod reported that the search for an executive assistant is still underway and he would appreciate any help that any Board member can offer in locating an applicant.

B. Farmer's Market Feasibility Analysis *(Michael Kielty)*

Michael Kielty of the Southland Farmer's Market Association (SFMA) presented the Feasibility analysis to the Board regarding whether or not the Figueroa Corridor BID is a viable site for a weekly Farmers market. Overall, his report shows that a weekly Farmer's Market would have a low probability of success and the SFMA would advise against any further action in this regard. Among the reasons for this recommendation is the fact that two farmers markets already serve the community (defined as within a 2 mile radius from the BID) and that the demographics in our community favor low price produce sellers like "Food for Less" and others rather than the pricier offerings of a weekly farmers market. The Board members discussed alternatives to pursuing a weekly farmers market and Mr. Kielty recommended community clean up days and community picnics as alternative events that can be sustained in the BID and surrounding community.

VI. NEW BUSINESS

A. Assessment Audit *(Ashod Mooradian)*

Ashod Mooradian reported to the Board that in preparation for the implementation of the 3% assessment rate increase approved by the Advisory Board in their June 2000 meeting, he conducted an extensive audit of the assessments levied and the amounts paid by each property owner and for each parcel they own. The result of this analysis yielded the result that \$18,579.26 less was transmitted to the BID by the City Clerk than the City Clerk received from the County Assessor on the BID's behalf. Also, the analysis revealed that \$78, 868.29 in assessment are delinquent, 25% of which comes from property owners that are Board members or are active in the BID. Ashod concluded by stating that he will proceed by convening a meeting with the City Clerk staff regarding the noted shortages and make further recommendations regarding the delinquent amounts.

B. Community Meeting Overview *(Darryl Holter)*

Darryl Holter discussed with the Board members the Community meeting that discussed the damages wrought in downtown and in our district after the Lakers World Championship victory and victory parade. Darryl stated that the next steps will be to have a meeting with the Staples management and Rita Walters to further address the concerns raised by our members at the meeting.

C. Figueroa Street Improvements/New Bus Shelters (*Darryl Holter*)

Darryl Holter informed the Board that the street improvement project still continues and is now moving into the stage of Bus benches and bus shelters. Some bus benches have already been installed in the district and meeting regarding the design of the new bus shelters are ongoing.

D. Holiday in the Park: Miracle on 39th Street (*Ashod Mooradian*)

Ashod Mooradian reported to the Board that he and Margaret Farnum met with Exposition Park officials to discuss a holiday season promotion that the BID and the Park could undertake together. Ashod stated that the Park management were generally in favor and want us to get back to them with more detailed plans. Ashod concluded by stating that he will work with our Marketing consultants to get this event planned and approved no later than September 2000.

VII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:34 pm.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Eska Wilson

Seconded by: Margaret Farnum

Vote: passed

Approved this 8th day of August, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director





Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, August 8, 2000

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

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BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>		✓
<i>Eska Wilson</i>		✓
<i>James R. Gilson</i>	✓	
<i>Margaret Farnum</i>	✓	
<i>Eloise Helwig</i>		✓
<i>Steve Needleman</i>		✓
<i>Andy Stamatina</i>	✓	
<i>Veronica Becerra</i>		✓
<i>Lola Nix</i>		✓
<i>Scott Dobbins</i>		✓
<i>Jorge Berumen</i>		✓
<i>David Nisenbaum</i>		✓
<i>Steve Miller</i>	✓	
<i>Father David Pansini</i>	✓	
<i>Albert Salah</i>	✓	
<i>James Meyer</i>	✓	
<i>Don Davidson</i>	✓	
<i>Fred Yadegar</i>	✓	
<i>Peter W. Dauterive</i>		✓
<i>Leonard J. Shenkin</i>	✓	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	✓	
<i>David Roberts, Field Representative, CD 9</i>	✓	
<i>John Sheppard, Field Representative, CD 8</i>		✓
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		✓
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		✓

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Oscar Jauregui, LA Community Redevelopment Agency</i>	✓	

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:10 p.m.

II. APPROVAL OF MINUTES

M. Farnum moved to approve the 07/11/00 Board of Directors meeting minutes. F. David Pansini seconded the motion, which passed.

III. FINANCIAL REPORT *(Ashod Mooradian)*

Ashod Mooradian presented the Financial report in the absence of Eska Wilson. Ashod reported on the financial condition of the Figueroa Corridor Partnership and distributed a Treasurer's report current as of July 31, 2000. Ashod noted that the 4th installment for \$4880.00 was received as well as a payment for about \$7,000.00 in interest income. Ashod also stated that he is expecting another installment for this year to close the gap for budgeted income. Next, Ashod discussed expenses and noted that the levels are on target.

MOTION: To accept the Treasurer's report.

Moved by: Leonard J. Shenkin

Seconded by: Andy Stamatina

Vote: passed

IV. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Darryl began his report with a brief discussion of the BID's progress with the remaining assessments due. Darryl stated that we are getting closer and closer to identifying where there are problems or where entities haven't been properly assessed. Next, Darryl discussed the community meeting at Patriotic Hall and stated that it went well and that a follow-up meeting is scheduled for 2:00 pm today. Darryl further stated that three points of consensus were reached. First, we should put together a compilation of the damages that occurred in the area. Second, that a follow-up meeting with the Staples management needs to occur. Third, that an ad hoc committee should be formed to ensure accountability on the part of Staples. Part of the reason for the meeting, Darryl continued, is to hear what Staples is willing to do and their thinking on the issue of property destruction after the Lakers Victory. David Robert commented that the issue of the "Jumbo-tron" and the crowd's access to alcohol. Darryl responded that those issues would be discussed in the follow-up meeting today.

V. OLD BUSINESS

A. Executive Director's Report *(Ashod Mooradian)*

Ashod began his report with a discussion of the Ambassador program. Ashod stated that the staffing shortage that we had last month has been taken care of to his satisfaction. We are at full staff as of now and the new Ambassadors are looking forward to their first big test with the DNC. Ashod also mentioned that almost all of our Ambassadors and Clean Team members are from the surrounding community. Ashod stated that the Clean Team program has consistently surpassed expectations and the staff is excellent. Next, Ashod mentioned that the first version

of the website is up and running and it can be found at <http://www.figueroacorridor.org>. The website includes basic information about the Figueroa Corridor Partnership as well a “point and click” version of our historic walking tour. The website will continue to grow and be updated on a regular basis.

B. Brown Act/Political Reform Act Update *(Ashod Mooradian)*

Ashod reviewed the steps the Figueroa Corridor has taken over the past year to deal with the actions taken by the LA City Ethics Commission to force BID Board members to comply with a number of ethics regulations including disclosure of financial interests the promulgation of a Conflicts of Interest code for the corporation. Our BID and several other BIDs joined together and held the position that our Board members should not be required to comply with these regulations because a BID is not a local public agency (i.e., under CA law only local public agencies are held to be subject to disclosure and conflict of interest requirements). The collective group of BIDs hired John Lambeth, an attorney in Sacramento, to take our concerns to the controlling state agency, the Fair Political Practices Commission (FPPC) and determine what type of ruling they would give if presented with the issue of whether or not BID board members need to comply with these ethics regulations. This attorney has now given the group his advice that the FPPC would rule that the Advisory Board members are subject to these ethics regulations such that they would have to comply with the Brown Act and the Political Reform Act. As for the management Board members, the FPPC indicated that they would probably not require them to comply. The City however, is taking a broader approach and is pursuing both groups of Board members for compliance. All Advisory Board members will have to fill out the form 900 disclosure statement at some point. Finally, Ashod stated that the Attorney’s memo was distributed with the meeting materials if anyone wants more detailed information.

C. IDA 2000 Conference Registration *(Ashod Mooradian)*

Ashod reminded the Board members that the IDA Annual conference is next month. Board members get a 50% discount on registration for the conference at \$262.50. The conference will be held at the Biltmore Hotel downtown and any Board member that is interested should contact the Executive Director after the meeting. The Figueroa Corridor will be hosting a pre-conference workshop on the Exposition Park master plan and the Figueroa Corridor area.

VI. NEW BUSINESS

A. DNC 2000 Preparations/Materials *(Ashod Mooradian)*

Ashod reported that the BID has been planning for the DNC for nearly four months now and all of our plans are finalized. Also, over these past few months we have tried to get the business and property owners all the information they need to make their plans and arrangements. Some businesses have chosen to increase their security staffs whereas a few have gone as far as boarding up their display windows. Ashod next plans to distribute his DNC Public Briefing paper to all the businesses and property owners in the corridor. It includes all the latest information on the DNC and some tips on preparations for the DNC. Overall however, Ashod continued, the BID is promoting a position of “guarded optimism” regarding the convention. That is, make preparations and have a plan but don’t close your business and be prepared to

receive a flood of customers just in case the DNC delivers what the promoters have promised. Finally, Ashod made the point that the Figueroa Corridor is in the best position to benefit from the convention activity in that we are close enough to the Staples Arena to be a destination for the delegates and other personnel yet far enough away that we will have ample warning from the LAPD if things get out of hand.

B. Rita Walters (CD 9) DNC 2000 Community Meeting *(Darryl Holter)*

Darryl reminded the Board members that the follow-up meeting for our community meeting in early July. This meeting will be in Rita Walters' offices and will include top management officials from the Staples Center. Also, Darryl continued, there is a meeting scheduled tomorrow at 9:00 am in Rita Walters' offices downtown to discuss issues relating to the DNC.

VII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:05 p.m.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Leonard J. Shenkin

Seconded by: F. David Pansini

Vote: passed

Approved this 12th day of September, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director



Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, September 12, 2000

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	✓	
<i>Eska Wilson</i>	✓	
<i>James R. Gilson</i>	✓	
<i>Margaret Farnum</i>		✓
<i>Eloise Helwig</i>	✓	
<i>Steve Needleman</i>		✓
<i>Andy Stamatina</i>	✓	
<i>Lola Nix</i>		✓
<i>Scott Dobbins</i>		✓
<i>Jorge Berumen</i>		✓
<i>David Nisenbaum</i>	✓	
<i>Steve Miller</i>	✓	
<i>Father David Pansini</i>	✓	
<i>Albert A. Salah</i>	✓	
<i>James Meyer</i>		✓
<i>Don Davidson</i>		✓
<i>Fred Yadegar</i>	✓	
<i>Peter W. Dauterive</i>		✓
<i>Alex Guillen</i>		✓
<i>Leonard J. Shenkin</i>	✓	
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	✓	
<i>David Roberts, Field Representative, CD 9</i>		✓
<i>John Sheppard, Field Representative, CD 8</i>		✓
<i>Clifford Green, Chief, Exposition Park Public Safety</i>	✓	
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>	✓	

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Mr. Rick Auerbach, Candidate for County Assessor</i>	✓	
<i>Ms. Jan Perry, Candidate for Council District 9</i>	✓	

I. CALL TO ORDER

The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

A. Darryl Holter convened the meeting at 12:09 p.m.

II. SPECIAL BUSINESS

Darryl Holter welcome two visitors, Rick Auerbach and Jan Perry, candidates for County Assessor and the Ninth Council District respectively. Each candidate fielded questions from the Board members and were given a few moments to make their election pitch.

III. APPROVAL OF MINUTES

Eska Wilson moved to approve the August 8, 2000 Board of Directors meeting minutes. F. David Pansini seconded the motion, which passed.

IV. FINANCIAL REPORT *(Eska Wilson)*

Eska Wilson reported to the Board that the BID has received another check representing accrued interest, but that our assessments collected are still only at around \$415,000 instead of the \$464,000 that the 2000 budget projects. As far as expenditures are concerned, Eska continued, we have not paid some of the security invoices and consequently that item is not up to date. Bing requested that Eska prepare a five-year budget so that the Board members can understand the what kind of cash flow issues the BID might face looking out to the end of the our first term.

MOTION: To accept the Treasurer's report.

Moved by: Eloise Helwig

Seconded by: Robert Taylor

Vote: Passed

V. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Darryl Holter reported on the activities of the Executive Committee to the Board members. Darryl started out by noting that many of the items discussed by the Executive Committee are separate items on the agenda and will be discussed in their turn. However, Darryl still wants to address a few other small issues. First, Darryl stated that he had VHS tapes of the Huell Howser program on Figueroa Street and he made them available to any Board members that wanted them. Second, Darryl discussed an article that appeared in the LA Times regarding Figueroa Street and the work of our BID as well as some mention of another group called the Figueroa Corridor Coalition for Economic Justice (FCCEJ). Darryl then briefly discussed the nature of the FCCEJ and some of their positions. Darryl also mentioned that the FCCEJ has requested to meet with our Board and give a presentation. The outcome of the Executive Committee discussion was that Darryl should request that the FCCEJ send a letter to the BID specifically outlining what they want to discuss before they are allowed to come before our Board.

B. Marketing Committee Report *(Eloise Helwig)*

Ashod gave the report of the Marketing committee. First, Ashod noted that the next Marketing committee meeting would be on September 27, 2000. Ashod mentioned that Board member involvement is critical in ensuring that the BID reaches its goals. Second, Ashod discussed the

preparations in progress toward the 2001 Blooming of the Roses event. Ashod hopes that we can gain involvement from garden clubs or growers so that next year's event will be a few steps above what we did the first time around. Third, Ashod updated the Board on his progress on the development of the Holiday event involving Exposition Park and the Figueroa corridor. He mentioned that the event consultant was working up a draft plan. Finally, Ashod presented the new map from Downtown Center that includes a section on Figueroa corridor. Ashod noted that our BID contributed \$5,000.00 toward the development of this map.

VI. OLD BUSINESS

A. Executive Director's Report *(Ashod Mooradian)*

Ashod reported on the events of the past month in relation to the BID's Ambassador and Clean Team programs. First, the BID survived the 2000 Democratic National convention without a hitch. No reports of property damage were received by the BID. It should be noted that our Ambassadors worked overtime and really put out an extraordinary effort to ensure that the Figueroa Corridor would be safe during this time period. Also, it should be mentioned that LAPD and the USC and Exposition Park public safety departments deserve praise and credit for their excellent work and especially for the time they took to keep our Ambassadors in the loop regarding protests and other high-risk activities. Their concern helped to keep our Ambassadors and our BID safe. Finally, Ashod mentioned that on the Friday and Saturday after the convention, the Ambassadors conducted interviews of the area businesses regarding how they fared during the DNC. The overall consensus was that business dropped off a bit. Ashod also noted that during the previous four-week period, the Ambassadors have noted an increase in traffic accidents, the majority of which have occurred at or near the area of 37th Street. Ashod stated that this is significant because it shows the type of information that the Ambassadors pick up upon. In this case, our operations do not track traffic patterns but it is commendable that the Ambassadors have taken the initiative to be aware of these kinds of developments.

B. Brown Act/Political Reform Act Update *(Ashod Mooradian)*

Ashod distributed the opinion paper of John Lambeth, who is the attorney hired jointly by all the downtown area BID's. The overall conclusion of this paper was that Fair Political Practices Committee (FPPC) has informally stated that the Advisory Board members of a BID would be considered "local public officials" such that they would have to comply with local ethic regulations and make the appropriate disclosures as well as Brown Act rules for their meetings. However, the members of the management Board would probably not be subject to same kind of regulation as the Advisory Board members. However, in the interim the City of Los Angeles Ethics commission has begun to request compliance from the BIDs in the city in the form of Board member disclosures and the promulgation of conflict of interest codes. The Board members next discussed what the appropriate next steps would be which included such steps as joining collectively with all the other BIDs to fight the city on this point.

C. IDA 2000 Conference *(Ashod Mooradian)*

Ashod briefly reminded the Board members that the IDA conference is being held in Los Angeles starting on September 16, 2000 and continuing through until September 19, 2000.

Also, Ashod mentioned that half-price registrations are available for Board members interested in attending.

D. Scheduling of Follow-Up Meeting with Staples *(Darryl Holter)*

Ashod asked the Board members to consult their schedules for an appropriate date to meet with the Staples arena management. The dates suggested by Staples so far are the third Tuesday and the Fourth Tuesday in October. Please contact the Executive Director if any member has a conflict.

E. Assessment Update *(Ashod Mooradian)*

Ashod reported the progress on the assessments since the last report at the last Board meeting. The largest assessment not accounted for was the \$35,000.00 due from the Exposition park entities. Ashod stated that he has brought this issue to Shirley Kelley and asked her to determine whether or not the payment was made and if so when. This information will then be taken to the City Clerk and if confirmed will likely result in the release of this funding to the BID.

VII. NEW BUSINESS

A. Forming of Focus Groups - CEDS *(Darryl Holter)*

Darryl Holter discussed with the Board members the concept of CEDS. The CEDS concept is an attempt to plan for economic development in a more efficient and effective manner. In the past, economic development in Los Angeles has proceeded along council district lines with each Councilmember pushing for development in their districts and not having incentive to see the larger development issues. Now the city is trying to define economic development areas in a manner that comports better with the actual usage of property in the city. For instance, downtown was never seen as one cohesive unit in terms of economic development but rather as part of the 1st, 9th, and 14th Council districts. On September 26, 2000 a firm hired by the city is conducting a focus group study to begin to unravel the needs of downtown and eventually create project proposals to satisfy these needs.

VIII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:38 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: Eska Wilson

Seconded by: Andy Stamatin

Vote: Passed

Approved this 14th day of November, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director



Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, November 14, 2000

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>	x	
<i>Steve Needleman</i>	x	
<i>Andy Stamatina</i>	x	
<i>Lola Nix</i>		
<i>Scott Dobbins</i>		
<i>Jorge Berumen</i>		
<i>David Nisenbaum</i>		
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>	x	
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>		
<i>Don Davidson</i>		
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>	x	
<i>Alex Guillen</i>		
<i>Leonard J. Shenkin</i>		
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 8</i>	x	
<i>John Sheppard, Field Representative, CD 9</i>		
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		x

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	
<i>Lt. Montgomery (Greg)</i>	x	
<i>Valencia Roner</i>	x	
<i>Alison Jefferson</i>	x	

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I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:19 p.m.

II. APPROVAL OF MINUTES

Peter D. moved to approve the 9/12/00 Board of Directors meeting minutes. Steve Miller seconded the motion, which passed.

Peter D. moved to approve the 10/9/00 Board of Directors meeting minutes. Steve Miller seconded the motion, which passed.

III. FINANCIAL REPORT *(Eska Wilson)*

Eska distributed a financial report as of November 14: Invoices and payments for security up to date and maintenance is behind. A.S. asked a question regarding the discrepancy between collected and amount billed. Ashod answered that money is still coming in and the city's staff is attempting to pay out all the funds that are received. Eska stated that expenditures to date equal 87 % of the revised budget.

MOTION: To accept the Treasurer's report.

Moved by: Peter D.

Seconded by: Margaret Farnum

Vote: Passed



IV. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Darryl reported:

- 1.) E.D. resignation: Notified members of this fact, but fuller detail in Executive Session.
- 2.) Bus Shelters- installed, but not same color as our historic lighting (spring street green).
- 3.) Evaluation of Staples meeting-general consensus was that it was positive; sending a letter to Staples pointing out the need for police, and procedures to not allow a repeat of Lakers riot.
- 4.) Rate uniformity- with minimum wage going up we may need to increase our wage rates.

B. Marketing Committee Report *(Eloise Helwig)*

- 1.) Angel's Walk into Figueroa Corridor; Eloise asked for letters of support; JG asked about funding; DH looks like we need to come up with \$ 30,000 to make this happen. Darryl suggests that the BID throw in \$ 5,000 and then go the institutions that will get a kiosk and get them to make up the difference.
- 2.) Holiday lighting-encourage members to light their businesses; Steve Needleman referred a company that is very reasonable; Orthopaedic will turn on their lights starting Dec. 13, 2000.
- 3.) Next Marketing Committee meeting- 11/30/2000 @ 10:00 AM
- 4.) Newsletter distributed to BOD, members and businesses; 1200 distributed.
- 5.) Margaret F.-.....is inviting the Board to the opening of the

V. OLD BUSINESS

A. Executive Director's Report *(Ashod Mooradian)*

Ambassadors-

Staffing Levels
Drop in Transients

Clean Team-

P/U Registration

Transition-

Read the Memo

Street Closure-

Discussion regarding notice

DR-Coordinator supports creation of a staff
SN-We allow too many events



JG-We have written a letter-no response
BC-We also want to see events in our area

B. Assessment Update *(Ashod Mooradian)*

LAUSD

-Valencia had a meeting with Janethia Hayes regarding possible payment of assessments for properties located in our BID.

-Zeruvian, CFO is working on it to submit it to the board.

Dennis Rader

-Refund issue- Assessments have been paid on some church properties for previous years.

Consideration should be given to refunding those fees. No further assessments will be made.

C. CEDS Focus Group Meeting November 16, 2000 *(Darryl Holter)*

Darryl spoke some of it.

VI. NEW BUSINESS

A. Burns Int'l Rate Uniformity Proposal *(Darryl Holter)*

Minimum wage discussion

AS- if we increase one must increase all

EW- We are not out of compliance, none of our security or maintenance workers are earning less than \$6.75 per hour, which is the new minimum wage as of January 1, 2001

B. Holiday Bonus for Ambassadors/Clean Team *(Darryl Holter)*

Moved AS- \$ 100.00 each

2nd-BC

Vote Passed

VII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at 1:30 PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by:

Seconded by:

Vote:

Approved this _____ day of _____, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director





Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING 12:00 PM, Tuesday, December 12, 2000

3982 South Figueroa Street,

Suite 207

Los Angeles, California 90037

tel

213.746.9577

fax

213.746.7876

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>	x	
<i>Eska Wilson</i>	x	
<i>James R. Gilson</i>	x	
<i>Margaret Farnum</i>	x	
<i>Eloise Helwig</i>		
<i>Steve Needleman</i>	x	
<i>Andy Stamatina</i>		
<i>Lola Nix</i>		
<i>Scott Dobbins</i>		
<i>Debra James</i>		
<i>David Nisenbaum</i>		
<i>Steve Miller</i>	x	
<i>Father David Pansini</i>		
<i>Albert A. Salah</i>	x	
<i>James Meyer</i>		
<i>Fred Yadegar</i>	x	
<i>Peter W. Dauterive</i>		
<i>Alex Guillen</i>		
<i>Leonard Shenkin</i>	x	
<i>Joseph Zanetta</i>		
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>	x	
<i>David Roberts, Field Representative, CD 9</i>	x	
<i>John Sheppard, Field Representative, CD 8</i>		
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		
<i>Michael Chambers, Captain, Southwest Division, LAPD(F.Miller)</i>	x	
STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Steve Gibson, Executive Director</i>	✓	
<i>Aaron Aulenta</i>	x	
<i>John Copeland</i>	x	
<i>Jan Perry, 9th district council candidate</i>	☒	

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I. CALL TO ORDER

A. Darryl Holter convened the meeting at 12:10 p.m.

II. SPECIAL BUSINESS

The Figueroa Corridor Partnership Holiday Party was discussed. The party is planned for Tuesday December 19 in the Corridor offices. Albert Salah then said he would host the clean and safe holiday party at the Radisson hotel @ 4:00 PM. Albert Salah will call the Corridor to confirm.

III. APPROVAL OF MINUTES

M.F. moved to approve the 11/14/00 Board of Directors meeting minutes. Steve Needleman seconded the motion, which passed.

IV. FINANCIAL REPORT *(Eska Wilson)*

Eska distributed a FCP budget as of Dec. 12, 2000. Services for Security (Burns) are paid through Nov. 9th. Maintenance as of Oct. 31st. Marketing payments are up to date. Administration costs are close to the amount budgeted, and probably won't exceed by much. Currently \$2000.00 ahead of spending, but by the end of the year, we will have used, more money than we brought in, but we're intentionally using excesses from years past.

MOTION: To accept the Treasurer's report.

Moved by: Albert Salah

Seconded by: A. Bingham Cherrie

Passed: Yes



V. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*

Please refer to section VII. New Business under Legal Issues.

B. Marketing Committee Report *(Margaret Farnum)*

November 30th was the last marketing meeting. FCP Newsletter was discussed, to be released quarterly at Feb. 15th (winter), May 15th (spring), Aug. 15th (summer), and Nov. 15th (fall). The Feb. 15th newsletter will feature Lights of our Corridor, Lola Nix in the member profile, as well as an article about the Natural History Museum remaining in Exposition Park.

The May 15th newsletter will feature the Blooming of Roses event.

- A. Bingham Cherrie commented that something on the new Robert Zemeckas digital art film center would be a good idea for the next newsletter.

For Angel's Walk to come down into the Figueroa Corridor we need to contribute \$30,000. The question was raised, "if you contribute \$5000 do you receive a sign in front of your business"?

A motion was passed to take \$5000.00 from next years marketing budget to be the FCP's original contribution. D.H. moved to approve, B.C. seconded the motion, which was passed.

The next Marketing Meeting will be on January 4, 2001.

VI. OLD BUSINESS

A. Executive Director's Report *(Steve Gibson)*

The Main Street Group took over interim operations of the FCP on November 15th, 2000. In general the clean and safe team operations are in good shape. Some ambassador issues are as follows. Regarding staffing which has been a problem, we've joined the interview process making for a panel. We are currently short 2 members on the ambassador staff. We have re-established our weekly meetings between Burns and the Ambassadors. The meetings are every Tuesday @ 3:00 PM. The payroll system has been tightened up. Timecards that were handwritten are now being punched. There was lax reconciliation with the actual hours and Burns billing, we're now tightening this up. The TOCO system, which is incident tracking software that the ambassadors use in the field, was not installed, but is now. Previously we were being charged for this service, \$17.10 on each invoice for 78 weeks even though not in use, we're currently attempting to get reimbursed. The TOCO system is now installed and working.

The Clean Team needs a new truck; the old truck is falling apart. Chrysalis is now searching for one

The Chrysalis labor rates will be changing because of Workers Comp., and the new Minimum Wage.

The issue of FCP members contracting out clean or safe services was brought up. This could bring additional revenue to FCP. We need to figure out what to charge for different services. The following are comments on this issue:

- ❑ S.N.-concerned about leaving district for services.
- ❑ D.H.-other BID's do this.
- ❑ A.S.-has liability concerns, a conflict with private property.
- ❑ B.C.-FCP could have property owners sign a liability waive

B. Executive Director Position

Steve Gibson passed out a handout detailing the different elements within the FCP, as well as 3 different options that are possible for the next Executive Director Position. Steve then went through these options:

1. The Current situation is the first option. (see handout)
2. Option two is the Strong Executive Director, which is more common. (see handout)
3. Option three is the Weak Executive Director where a Manager or Contract administrator manages the day-to-day operations. Day to day management of the clean and safe operations could be contracted out to the Downtown Center BID for example. (see handout)

Thoughts on this issue:

- ❑ Would FCP like a proposal from Downtown BID?
- ❑ A.S. inquired about the Board Members having additional duties.

- ❑ E.W. said FCP can't afford a Strong Executive Director; we'd need to change the budget or go with one of the alternative options. We already have a strong chairman in D.H. now.
- ❑ M.F. was concerned about FCP losing its identity to the Downtown Center BID if we contracted their services.
- ❑ FCP should give Randall Ely (Downtown Center BID) a work schedule on our Clean/Safe Teams, and have him make a proposal, but we should make it clear that we're still exploring our options.

VII. NEW BUSINESS

Jan Perry, a candidate for LA City Council's 9th District, made a presentation to the FCP about her council candidacy. She stated that she is concerned as we are on homeless issues.

The Figueroa Corridor Partnership decided that it does not take a position on candidates.

Legal Issues (Darryl Holter)- Spoke on three different issues, number one being the Homeless issue. The ACLU has charges pending against BID's, but this could effect us. There was a motion for FCP to openly support the other BID's on this issue. Moved by F.Y., 2nd by S.N., Passed-Yes 2.) Panhandling issue deals with new ordinance limit from a year ago that was challenged. Council members feel there is no need for the ordinance. Hearings were currently occurring. 3.) Epstein v. Hollywood Entertainment District, Hollywood BID is being sued by a property owner who is stating that the BID is a government agency and should follow the Brown Act. The ruling is that we (BID's) come under the Brown Act, and this is negative for us. Do we appeal the Brown Act decision?

- ❑ B.C.-Downtown BID will take action, we should too.
- ❑ D.H.-FCP's stance on this is we are Concerned, will Monitor Closely, and Take The Appropriate Action.

This above stance on the Brown Act case was put to motion. Moved by M.F., 2nd S.M., Passed-Yes.

Board members voted for re-election for another one-year term of all the existing Board officers to their current positions: Darryl Holter, President; A. Bingham Cherrie, Vice President; James Gilson, Secretary; Eska Wilson, Treasurer. In addition the Board voted to select the

following individuals to the Executive Committee for another year: all the above officers, plus Margaret Farnum and Lola Nix. Finally, in order to have recorded in one place the terms of all the directors, while still having staggered terms (at least until the end of the initial 5-year period of the BID), the Board re-elected all the current directors as follows: 2-year terms: Holter, Wilson, Farnum, Needleman, Nix, James, Miller, Salah, Davidson, Dauterive, Shenkin; 1-year terms: Cherrie, Gilson, Helwig, Stamatina, Dobbins, Nisenbaum, Pansini, Meyer, Yadegar, Guillen.

VIII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at _____ PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by: _____

Seconded by: _____

Vote: _____

Approved this 12th Day of December, 2000.

Darryl Holter, Chair

ATTEST:

Steve Gibson, Executive Director



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Minutes...

FIGUEROA CORRIDOR PARTNERSHIP BOARD OF DIRECTORS MEETING

12:00 PM, Tuesday, April 11, 2000

BOARD OF DIRECTORS	PRESENT	ABSENT
<i>Darryl Holter</i>	✓	
<i>A. Bingham Cherrie</i>		
<i>Eska Wilson</i>		
<i>James R. Gilson</i>		
<i>Margaret Farnum</i>		
<i>Eloise Helwig</i>		
<i>Steve Needleman</i>		
<i>Andy Stamatina</i>		
<i>Veronica Becerra</i>		
<i>Diana Price</i>		
<i>Scott Dobbins</i>		
<i>Jorge Berumen</i>		
<i>David Nisenbaum</i>		
<i>Steve Miller</i>		
<i>Father David Pansini</i>		
<i>Albert Salah</i>		
<i>James Meyer</i>		
<i>Pamela Hillman</i>		
<i>Fred Yadegar</i>		
<i>Peter W. Dauterive</i>		
<i>Leonard Shenkin</i>		
EX-OFFICIO DIRECTORS	PRESENT	ABSENT
<i>Robert Taylor, Deputy Chief, USC Public Safety</i>		
<i>David Roberts, Field Representative, CD 9</i>		
<i>John Sheppard, Field Representative, CD 8</i>		
<i>Clifford Green, Chief, Exposition Park Public Safety</i>		
<i>Michael Chambers, Captain, Southwest Division, LAPD</i>		
<i>Hosni Nabi, LA Trade Tech College</i>		

STAFF MEMBERS/GUESTS	PRESENT	ABSENT
<i>Ashod Mooradian, Executive Director</i>	✓	

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The **Figueroa Corridor Partnership** is responsible for the daily management and promotion of the Figueroa/Flower Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its' development as a safe, clean economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside.

I. CALL TO ORDER

A. _____ convened the meeting at ____:____ p.m.

II. APPROVAL OF MINUTES

_____ moved to approve the ____/____/____ Board of Directors meeting minutes.
_____ seconded the motion, which _____.

III. FINANCIAL REPORT *(Eska Wilson)*

Eska Wilson reported on the financial condition of the Figueroa Corridor Partnership and distributed a Treasurer's report current as of ____/____/____.

MOTION: To accept the Treasurer's report.

Moved by:

Seconded by:

Vote:

IV. COMMITTEE REPORTS

A. Executive Committee Report *(Darryl Holter)*



B. Marketing Committee Report *(Ashod Mooradian)*



MOTION: To accept the report of the Marketing committee.

Moved by:

Seconded by:

Vote:

V. OLD BUSINESS

A. BID Operations Report *(Ashod Mooradian)*



B. 2000 CleanUp Day, April 29, 2000 (*Ashod Mooradian*)



VI. NEW BUSINESS

A. MTA Light Rail Study/Project (*A. Bingham Cherrie*)



VII. ADJOURNMENT

There being no further business of the Board of Directors, the meeting was adjourned at ____: ____ PM.

MOTION: To adjourn this Meeting of the Board of Directors.

Moved by:

Seconded by:

Vote:

Approved this _____ day of _____, 2000.

Darryl Holter, Chair

ATTEST:

Ashod Mooradian, Executive Director

